



Request to Distribute Flyers – District Guidelines

The Waco Independent School District, under policy GKDA (LOCAL), will consider requests to distribute all non-school literature and/or printed information intended for multiple recipients on District premises.

General Guidelines

- All flyers distributed in Waco ISD must include a disclaimer label and be **signed** by the Communications Department prior to distribution.
- The flyer should not contain advertising logos or promotions for any business/organization other than the approved organization submitting the flyer. No fundraising/event announcements are allowed from groups outside the school, unless there is a direct educational value to the students and/or school.
- Flyer distribution requests are for a one-time approval only and will be approved for distribution only on time per semester. **Flyers must be distributed no later than two weeks after approval date.**
- Flyers must reflect activities or programs that would interest students or be for their well-being. Flyers with little or no educational value will not be approved.
- If at any time it is determined that previous flyers or printed information presented for approval contained false information or did not accurately represent the intent of the program, the approval of future flyers submitted by the requesting organization will be jeopardized.
- Flyers will not be approved for distribution during the following times: the first three weeks of school, the week prior to the winter holidays, the first week of second semester, or the last three weeks of school.
- The “Request to Distribute Flyers” and a copy of the flyer should be emailed to Quinta Robinson @ quinta.robinson@wacoisd.org with the words “Flyer Distribution Request” in the subject line.
- Once approved, please use the flyer with the approved signature as your master copy. Make enough copies to bundle flyers into groups of 25. This will allow for easier distribution at the campus. If you would like them to go to specific campuses, please label the name of each campus on the bundle. Campus names can be found on the Waco ISD website or on the “Request to Distribute Flyers” form. It is your responsibility to deliver the approved and bundled flyers to the campuses.
- Please note that the final decision concerning flyer distribution to students is at the Campus Principal’s discretion, once initially approved by the Communications Department.

Methods of Distribution

Two categories of entities or organizations are automatically approved to distribute printed materials to students: 1) entities approved to distribute materials individually to students and 2) entities approved to make materials available to students.

Entities or Organizations Automatically Approved to Distribute Materials Individually to Students

Personal copies of printed materials from entities or organizations in this category will be distributed to each student by school staff or sent to parents/guardians through student folders. Entities or organization in this category include on the following organizations affiliated with the District:

- PTO/PTA, booster clubs, Waco ISD Education Foundation, and teacher organizations;
- Entities under contractual agreements with the District, such as portrait photographers, suppliers of graduation materials, etc.;

- Non-sports-related youth clubs or organizations (e.g. Boy Scouts, Girl Scouts);
- Those supported by local tax dollars, such as the City of Waco and McLennan County; and
- Exception: See “Contest Information” below.

Entities Automatically Approved to Make Materials Available to Students/Parents

Printed materials from entities or organizations in this category will be placed in an area designated by the Principal and made available to students/parents. An announcement that the materials are available in the designated area may be made at the Principal’s discretion. Entities or organizations in this category include the following:

- U.S. Armed Forces Recruiters; and
- Organizations sponsoring contests in alignment with approval district curriculum (see “Contest Information” additional guidelines below).

Contest Information

Before printed information about a contest can be made available to students, the contest must:

- Support District curriculum
- Be free to participate
- Be approved by the Communications Department

Coupons

Free or Non-conditional Coupons: Campus administrators may accept coupons appropriate for students that offer a completely free item (no conditions of purchase) to use as academic rewards or incentives for students. Example: students who read 20 books during the school year will receive a coupon for a free ice cream sundae at a local restaurant.

Discount or Conditional Coupons: The District does not allow the distribution of discount or conditional coupons to students. Examples: 25% off admission; save \$1 on the purchase of an ice cream sundae. Note: this exclusion also applies to coupons that offer a free item or discount with the purchase of another item. Examples: one free kid’s meal with the purchase of one adult meal; free drink with the purchase of a sandwich.

Questions should be directed to Quinta Robinson by e-mail at quinta.robinson@wacoisd.org or by phone at 254-755-9454. Please allow two (2) working days for processing from date of receipt of request.

The Waco Independent School District does not discriminate on the basis of race, color, religion, gender, national origin, disability, or any other basis prohibited by law in its programs, activities, or employment practices. For inquiries regarding the non-discrimination policies, contact: Communications Department at 254-755-9454, 501 Franklin Avenue, Waco, Texas, 76703.